

ESTTA Tracking number: **ESTTA954732**

Filing date: **02/17/2019**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91245799
Party	Defendant BADMOJI INC
Correspondence Address	Andrew Lay Hierographics Inc.(formerly Badmoji Inc.) 203 S Washington AveSuite 260 Saginaw, MI 48607 UNITED STATES gregschmid@gmail.com, drulay@gmail.com 9897081207
Submission	Answer
Filer's Name	Andrew Lay
Filer's email	drulay@gmail.com
Signature	/Andrew Lay/
Date	02/17/2019
Attachments	Snap_Badmoji_TTAB Answer.pdf(110814 bytes) Exhibits A thru C.pdf(5773390 bytes) Exhibit D thru H.pdf(3049320 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Snap Inc.,)	
)	
Opposer,)	Mark: BADMOJI
)	Serial No.: 87748310
V.)	Filing Date: January 9, 2018
)	Published: July 17, 2018
Hierographics Inc.)	
(formerly Badmoji Inc.),)	
)	
Applicant.)	
)	
_____)	

NOTICE OF RESPONSE

Applicant Hierographics Inc.(formerly Badmoji Inc.), a Saginaw corporation with an address of 203 S. Washington Ave, Suite 260 Saginaw, MI 48607 (“Badmoji”), believes that they have the full right to the BADMOJI mark, that Snap is a *Trademark Bully*, and their Opposition should be dismissed with prejudice. Applicant supports their response as follows:

1. Admits
2. Applicant takes no issue with Opposer’s assertions of Point 2.
3. Applicant takes no issue with Opposer’s claims of Point 3
4. Applicant takes no issue with Opposer’s claims or assertions of Point 4.
5. Applicant takes no issue with Opposer’s claims of Point 5
6. Applicant takes no issue with Opposer’s claims of Point 6
7. Admits
8. Admits

9. Applicant admits to filing registration, and to said legal grounds, however finds it necessary to note Applicant granted Opposer's requested extension, believing Opposer was acting in good faith; yet, Opposer's actions and lack thereof have clearly lacked good faith. This leads Applicant to believe Opposer's delaying tactics were nothing more than one of many bullying tactics employed regularly by them, to be detailed further in points below.

10. Admits some, takes no issue on some; and neither admits nor denies the remaining, subject to proofs.

11. Admits Opposer's filings for their marks preceded Applicant's filings for their marks; but denies Opposer having any right to the BADMOJI mark.

12. Admits Opposer's filings for their marks preceded Applicant's filings for their marks; but denies Opposer having any right to the BADMOJI mark.

13. Denies that Snap owns any common law rights to the BADMOJI mark.

14. Applicant denies Opposers claims in Point 14. The well used "MOJI" term is the suffix of a huge cultural trend and popular word in the dictionary "emoji." So popular, in fact, the Oxford Dictionary awarded an emoji the 'Word of the Year' in 2015. Proving Opposer's usage of this trend suggestively in their mark, their mark's slogan is: Your personal emoji (**EXHIBIT A**). Both Applicant and

Opposer are using the suffix as a suggestive definition of the widely popular word, that is widely used in other live marks:

- The well used “MOJI” term by itself is itself a mark for quite a few other trademarks applications and registrations, such as the following examples **(EXHIBIT B)** : 86810269, 86638988, 86659249, 87032943, 87058871, 87060706, and 77979515.
- The well used “MOJI” term also exists within about 167 other live trademark applications and registrations.
- The well used “MOJI” term being a suffix with the beginning letter “B” also exists in other trademark applications & registrations, specifically, but not limited to **(EXHIBIT C)** : BABYMOJI, BEAUMOJI, BAKEMOJI, BIDMOJI, and BMOJI. It also exists in common law trademarks such as BOOMOJI.
- The well used “MOJI” term being a suffix, with the beginning letter “B” preceding a one syllable prefix exists within 2 other trademark registrations - BEAUMOJI & BAKEMOJI. It also exists in common law trademarks such as BOOMOJI.
- It should be further noted that BOOMOJI rests unopposed, is popular with over 5 million downloads on Google Play **(EXHIBIT C)**, is within the same purview of content as BITMOJI, and yet is within the exact same descriptive difference from BITMOJI to BADMOJI, as per defined by Snap in their opposition:

- “...mark incorporates the identical MOJI suffix with a leading three letter, one syllable prefix starting with “B”. Only two letters separate the marks at issue.”

Upon information and belief, Applicant denies Opposer has any right to other marks with a “MOJI” suffix, beginning with the letter “B”, and/or with a one syllable prefix. Comparing the difference between the prefixes “bit” and “bad”, leaves little room for confusion. For Opposer to believe these words cause confusion, why would children’s books targeted for five years of age and under expect children to distinguish between two-single-syllable three letter words next to one another, both starting with with the letter “B”, and both three-letters long? Yet indeed, the phrase “Big Bad Wolf” is ingrained in popular culture fairy tales for children, and no one beyond a 1st grade education would expect any reasonable, normal adult or child to confuse the two.

While the common person, or even child, would immediately differentiate reading the two (or hearing the sound difference between the two), the differences are even more apparent when considering other elements of *sight* and *appearance*. Applicant, in good faith, provided Opposer with designed logo and icon to be used for the Badmoji mark (**EXHIBIT D**) to reassure Opposer that there could be no confusion between the marks appearance. Plainly visible to the naked eye would be the following stark differences:

- Opposer’s mark’s primary color is green. Applicant’s mark’s primary color is red.

- While the first letter is the same, they are presented to the market in different colors and fonts. The remaining letters of the prefix leave no room for confusion. An 'i' looks nothing like an 'a', and a 't' looks nothing like a 'd'.
- The prefixes in question, bit and bad, have just 1 letter in common, therefor a whopping two-thirds of the letters are different.
- The applicant's and opposer's fonts within their logo are obviously different. None of even the letters they have in common are portrayed the same.
- The home page presentation of these products and goods are entirely different (**EXHIBIT E**)

Outside of the content itself widely varying, for the initial *commercial impression*, the icons to download/install and open the applications are dramatically different, and in fact so different - no one would possibly confuse the two (**EXHIBIT F**).

Bitmoji using a green and white, common symbol for "message", converted to a smiling face with a rainbow accent. While Badmoji represents with a red, mischievously grinning devil face over a dark background. Starkly different commercial impression.

15. Neither admits nor denies, but further states the only similarity between the applications and representative marks are they both fall into a category of expressive avatars (a type of emoji), by which Snap holds and has no right to a monopoly of any type of emoji other than their own copyrights (other Avatar

expression app/systems: Emojily, Moji Edit, Boomoji, Splitmoji, YourMoji, XPRESSO 3D Avatar Anime Animoji Gif Sticker, Afromoji, Emoji Me Face Maker, Emojer, Avataaars Generator, Genies, Zepeto, UI Faces, FaceQ, My Octocat, Gabsee, Myldol, Mirror AI, Bobble Keyboard, Family Guy Yourself, Evertoon, Squadmoji, Smirk; plus other tech giants are also into avatar expression applications like Apple's "Memoji", Google's "Gboard" Samsung's "AR Emoji" and "Facebook Avatars")

However, being within the same category of avatar expressive emojis is about the extent of the likeness. The Bitmoji application is targeted towards children, while the Badmoji application is targeted and exclusively for adults who enjoy "bad" crude humor and foul language (**EXHIBIT G** - BadEgo app store rating), which is content that Bitmoji avoids since they target children (**EXHIBIT H** - Bitmoji store rating).

16. Admits. However, Applicant undertook proper due diligence research with an Intellectual Property Firm to give us a high confidence that our BADMOJI mark would not infringe on the rights of any other Trademark holders, including those of BITMOJI.

17. Applicant affirmatively denies the allegations made in point 17. In fact, so obviously different are the prefixes, that a 4-year old would be expected to differentiate. The colors and fonts are different, and the icons are dramatically different (See EXHIBIT F). Not only does the art itself not look anything alike, but

the content hardly overlaps - the Bitmoji application specifically targets 12 and up “kid friendly audience” with no room for foul behavior and bad acting.

Conversely, foul behavior and bad acting is the express interest of the Badmoji mark and application. A quick scroll thru our webpage (www.badego.app) reveals that all of our marks have to do with foul language, bad acting, drugs, and sexual content, none of which is within the purview of the Bitmoji application.

This leaves beyond any shadow of a doubt, that it would be unreasonable to expect, that any rational or reasonable adult or child (individuals below the age of 18 are prohibited from using our app) would possibly confuse the two. This leads Applicant to believe, that Snap is acting specifically within the behavior of what the USPTO defined as Trademark bullying - when a mark-holder is “using their trademark rights to harass and intimidate another business beyond what the law might be reasonably interpreted to allow”

ADDITIONALLY

18. Applicant affirmatively asserts that they undertook significant time and resource to rebrand product from BADMOJI to BADEGO, in order to reasonably move forward and test the product with the general public without Opposer’s ability to bridge this matter to an injunction, and further strain Applicant, which is a small business startup.

Applicant, in good faith, supplied logos, and confidential pre-launch content art with Opposer, to demonstrate the different styles and purview of content, and that no reasonable person could confuse the two marks and applications. In further

good faith, Applicant was asked for further delay after one was already given, and still Applicant obliged Opposer, assuming they would negotiate in good faith, yet this did not happen.

Applicant believes Opposer's case to be frivolous and harassing in nature. The prefixes separating the marks in question are so distinct, a child would differentiate; leading Applicant to believe Snap also realizes how weak their case is, overstepping the intention of the Trademark Laws to effectively bully the small business. Applicant still intends to use the BADMOJI mark when we prevail against this Opposition.

WHEREFORE, it is respectfully requested that this opposition be denied, and that the Application be granted registration; and further prays the United States Trademark and Patent Office, in their next report to Congress, will request additional jurisdictional powers to assist those with little economic voices with punitive judgements against those taking actions that could be deemed 'Trademark Bullies', in the most honorable pursuit of truth and justice.

Respectfully submitted,

/Andrew Lay/

Andrew Lay
Designated Authorized Representative
Chief Executive Officer,
Hierographics, Inc. (formerly Badmoji Inc.)

203 S. Washington Ave, Suite 260
Saginaw, MI 48607
Phone: 989-708-1207
Email: alay@hierart.com

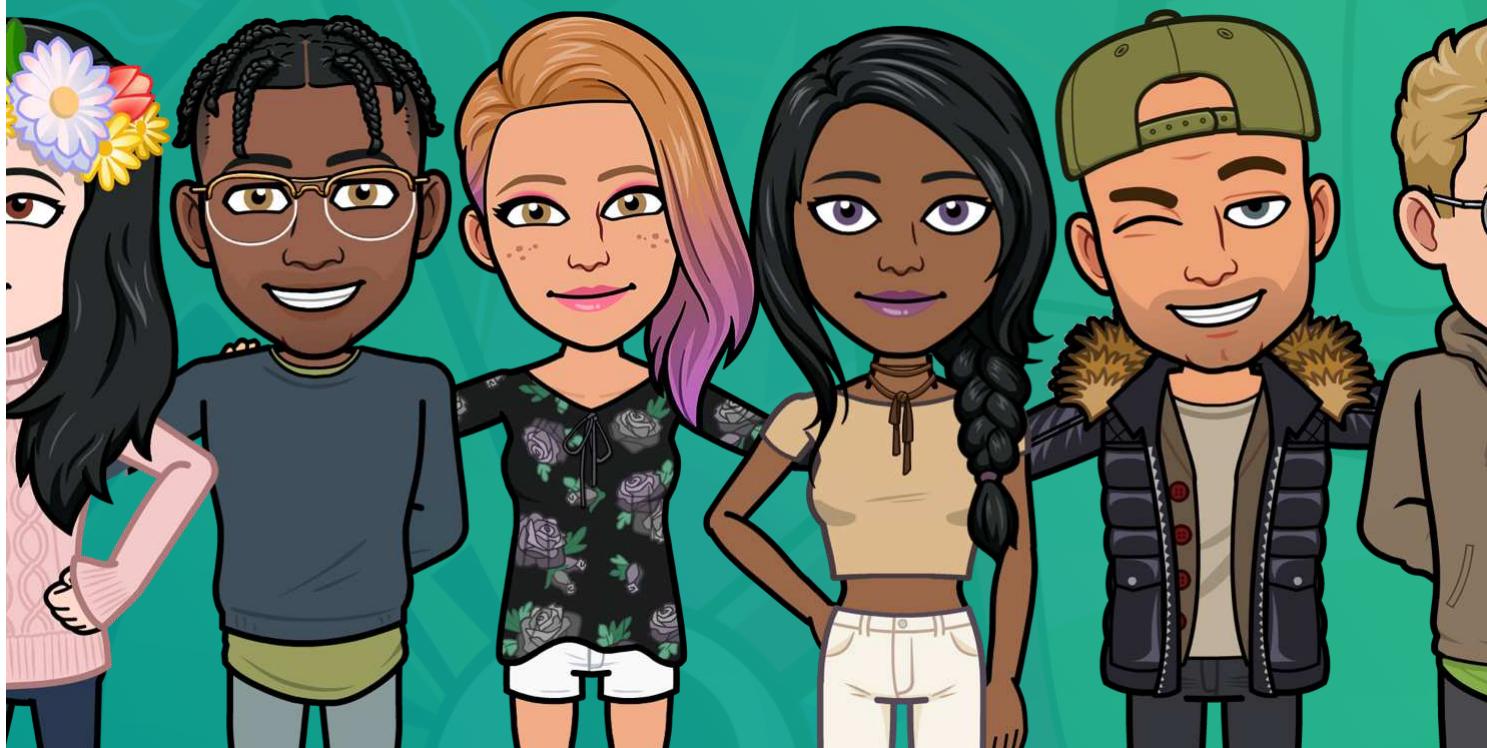
Applicant's

EXHIBIT A

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Bitmoji

Your personal emoji



Download on the
App Store



GET IT ON
Google Play



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Create your Bitmoji and be
yourself wherever you go

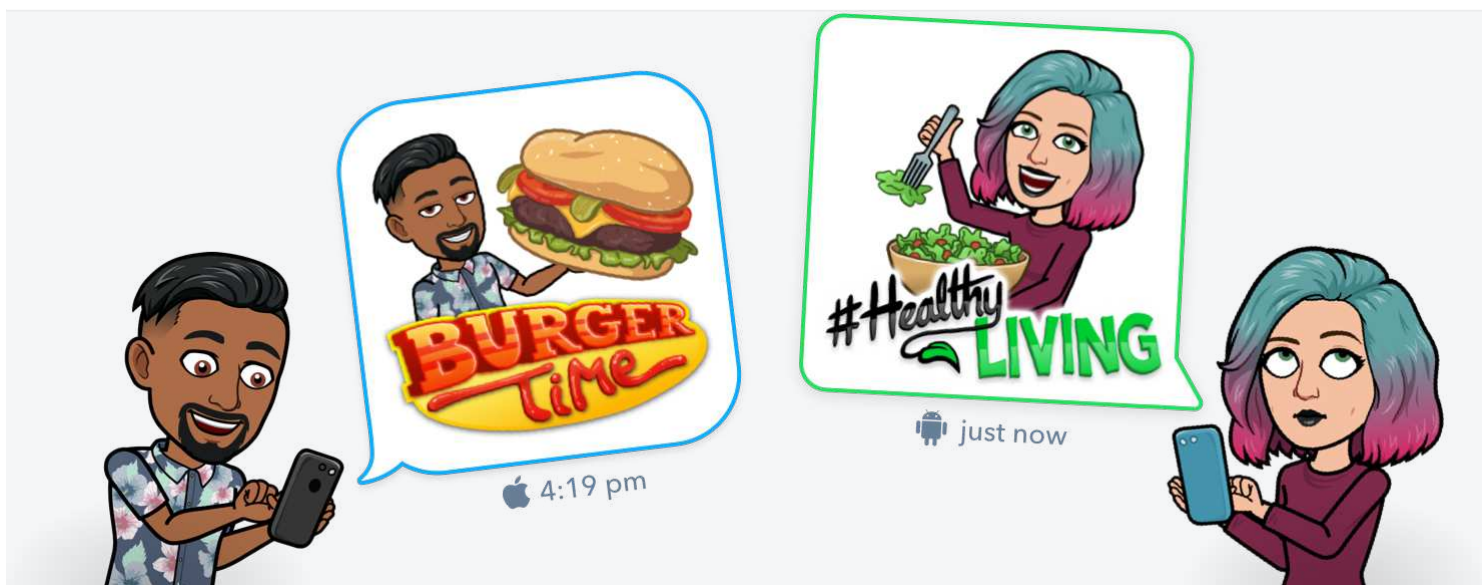


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Friendmoji in Chat



3D Bitmoji World Lenses



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Applicant's

EXHIBIT B



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Moji

Word Mark MOJI

Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer game programs; Computer game software; Computer game software for personal computers and home video game consoles; Computer game software for use on mobile and cellular phones; Computer programs for pre-recorded games; Computer programs for video and computer games; Computer software, namely, game engine software for video game development and operation; Downloadable computer game programs; Downloadable electronic game programs; Electronic game software for handheld electronic devices; Electronic game software for wireless devices; Game software; Interactive game software; Interactive video game programs; Recorded computer game programs

IC 028. US 022 023 038 050. G & S: Arcade games; Board games; Card games; Educational card games; Game cards; Game equipment, namely, chips; Party games; Playing cards and card games; Promotional game materials; Puzzle games; Role playing games; Tabletop games; Trading card games; Board Games, namely, strategy games

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86810269

Filing Date November 5, 2015

Current Basis 1B

Original Filing Basis 1B

Owner (APPLICANT) ZWorkbench, Inc. CORPORATION NEW YORK 45 Cider Mill Ct. Pleasant Valley NEW YORK 12569

Attorney of Record Stephen B. Ackerman

Type of Mark TRADEMARK

Register PRINCIPAL

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MOJI

Word Mark	MOJI
Translations	The English translation of the word "MOJI" in the mark is "A Character".
Goods and Services	IC 010. US 026 039 044. G & S: Massage apparatus; handheld massage devices, namely, handheld massage apparatus. FIRST USE: 20110803. FIRST USE IN COMMERCE: 20110803
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86638988
Filing Date	May 22, 2015
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 10, 2015
Registration Number	4892204
Registration Date	January 26, 2016
Owner	(REGISTRANT) V2 Fitness, LLC DBA Moji LIMITED LIABILITY COMPANY DELAWARE Suite 135 2700 N. Patriot Blvd. Glenview ILLINOIS 60026
Attorney of Record	Shyla N. Jones
Prior Registrations	3812191;3874988;4271395
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Word Mark MOJI

Goods and Services IC 041. US 100 101 107. G & S: Entertainment services in the nature of live musical performances; Entertainment services, namely, providing non-downloadable playback of music via global communications networks; Entertainment, namely, live music concerts; Entertainment, namely, live performances by a musical band; Live performances by a musical group; Providing a website featuring information in the field of music and entertainment; Providing on-line videos featuring a musical group, not downloadable. FIRST USE: 20140301. FIRST USE IN COMMERCE: 20140604

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 01.11.02 - Moons, crescent; Moons, half; Partial moons, including half moons and crescent moons (not a moon with craters)
26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles
26.09.02 - Plain single line squares; Squares, plain single line

Serial Number 86659249

Filing Date June 11, 2015

Current Basis 1A

Original Filing Basis 1A

Published for Opposition July 19, 2016

Registration Number 5052418

Registration Date October 4, 2016

Owner (REGISTRANT) Sehdat Moji Abiola DBA Charm & Wit INDIVIDUAL UNITED STATES 3309 New Garden View Lane Houston TEXAS 77018

Attorney of Record Erin Rodgers

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the stylized wording "MOJI", with a square appearing under the letter "M", with the letter "O" formed by two concentric circles, and with a crescent moon shape dotting the letter "I".

Type of Mark SERVICE MARK

Register PRINCIPAL

Other Data The name(s), portrait(s), and/or signature(s) shown in the mark identifies Sehidat Moji Abiola, whose consent(s) to register is made of record.

Live/Dead Indicator LIVE

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MOJI

Word Mark MOJI

Goods and Services IC 030. US 046. G & S: Baked goods in the nature of bakery goods, confectionery made of sugar, chocolate and bakery desserts; Coffee, teas and substitutes therefor; cocoa and substitutes therefor, namely, powdered carob; Ice, ice creams, frozen yogurts and sorbets; Processed grains, starches being food starch, and goods made thereof being flour, baking preparations being baking powder and baking soda, and yeasts; Salts, seasonings, food flavourings other than essential oils, and condiments, namely, chutneys, mustard, and sauces; Sugars, natural sweeteners, sweet coatings being topping syrup, icing and frosting, and sweet fillings being chocolate, buttercream, and custard-based fillings for cakes and pies; bee products in the nature of honey; Candy coated popcorn; Canned pasta foods; Canned spaghetti in tomato sauce; Cereal-based snack foods flavoured with cheese; Cereal-based snack food; Chips, namely, corn chips, pita chips, pretzel chips, and tortilla chips; Extruded wheat snacks; Crackers filled with cheese; Corn, roasted; Corn chips; Fresh pies; Fresh pizza; Frozen pizzas; Green onion pancake; Hot dog sandwiches; prepared hot dog sandwiches; sandwiches, namely, hot sausage and ketchup in cut open bread rolls; Pies; Meat pies; Pizza dough bases; Pizzas; Popcorn; Snack foods made from corn; Snack food products made from rice flour; Snack food products made from potato flour; Snack food products made from cereal flour; Seaweed-flavoured corn chips; Tortilla chips; Tortilla snacks being fried strips of tortilla; Snack foods made from wheat; Uncooked pizzas

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 87032943

Filing Date May 11, 2016

Current Basis 44E

Original Filing Basis 44D;44E

Published for Opposition November 8, 2016

Registration Number 5127413

Registration Date January 24, 2017

Owner (REGISTRANT) Sanders, James INDIVIDUAL GREAT BRITAIN 16830 Ventura Blvd., Suite 360 ENCINO CALIFORNIA 91436

(REGISTRANT) Hughemedia LIMITED LIABILITY COMPANY CALIFORNIA 16830 Ventura Blvd., Suite 360 ENCINO CALIFORNIA 91436

Attorney of Record Alex Patel

Priority Date November 18, 2015

Type of Mark TRADEMARK

Register PRINCIPAL

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墨迹Moji

Word Mark MOJI

Translations The non-Latin characters in the mark transliterate to "MOJI" and this has no meaning in a foreign language. The wording "MOJI" has no meaning in a foreign language.

Goods and Services IC 009. US 021 023 026 036 038. G & S: Air analysis apparatus; Distance measuring apparatus; Gas testing instruments; Gasometers; Hygrometers; Meteorological instruments; Pressure indicators; Temperature indicators; Thermometers, not for medical purposes. FIRST USE: 20100518. FIRST USE IN COMMERCE: 20100518

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 28.01.03 - Asian characters; Chinese characters; Japanese characters

Serial Number 87058871

Filing Date June 3, 2016

Current Basis 1A

Original Filing Basis 1A

Published for Opposition May 30, 2017

Registration Number 5263621

Registration Date August 15, 2017

Owner (REGISTRANT) Moji Co., Ltd limited company (Ltd.) CHINA A216 Unit3,Zone A1,Zhaowei Huadeng Plaza No.14 Jiuxianqiao Road,Chaoyang District Beijing CHINA

Attorney of Record Kao H. Lu

Description of Mark Color is not claimed as a feature of the mark. The mark consists of two Chinese characters to the left of the stylized wording "MOJI".

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead
Indicator

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墨迹Moji

Word Mark MOJI

Translations The non-Latin characters in the mark transliterate to "MOJI" and this has no meaning in a foreign language. The wording "MOJI" has no meaning in a foreign language.

Goods and Services IC 042. US 100 101. G & S: Computer software design; Design of interior decor; Dress designing; Graphic arts designing; Industrial design; Meteorological information; Packaging design; Scientific research; Software as a service (SAAS) services featuring software for use in database management; Weather forecasting. FIRST USE: 20100518. FIRST USE IN COMMERCE: 20100518

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 28.01.03 - Asian characters; Chinese characters; Japanese characters

Serial Number 87060706

Filing Date June 5, 2016

Current Basis 1A

Original Filing Basis 1A

Published for Opposition May 30, 2017

Registration Number 5263631

Registration Date August 15, 2017

Owner (REGISTRANT) Moji Co., Ltd limited company (Ltd.) CHINA A216 Unit3,Zone A1,Zhaowei Huadeng Plaza No.14 Jiuxianqiao Road,Chaoyang District Beijing CHINA

Attorney of Record Kao H. Lu

Description of Mark Color is not claimed as a feature of the mark. The mark consists of two Chinese characters to the left of the stylized wording "MOJI".

Type of Mark SERVICE MARK

Register PRINCIPAL
**Live/Dead
Indicator** LIVE

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MOJI

Word Mark MOJI

Translations The English translation of "MOJI" is a character.

Goods and Services IC 010. US 026 039 044. G & S: Non-medicated compresses for bones, muscles, ligaments, and joints. FIRST USE: 20090327. FIRST USE IN COMMERCE: 20090327

IC 041. US 100 101 107. G & S: Providing a web site featuring information on exercise and fitness in the form of articles, non-downloadable exercise videos and exercise routines. FIRST USE: 20090223. FIRST USE IN COMMERCE: 20090223

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77979515

Filing Date December 16, 2008

Current Basis 1A

Original Filing Basis 1B

Published for Opposition December 8, 2009

Registration Number 3812191

Registration Date June 29, 2010

Owner (REGISTRANT) V2 Capital LLC LIMITED LIABILITY COMPANY DELAWARE 2700 Patriot Boulevard Suite 420 Glenview ILLINOIS 60026

(LAST LISTED OWNER) V2 FITNESS LLC DBA MOJI LIMITED LIABILITY COMPANY DELAWARE One Corp Drive SUITE 180 Lake Zurich ILLINOIS 60047

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Shyla N. Jones
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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BABYMOJI

Word Mark BABYMOJI

Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer application software for mobile phones, portable media players and computers, namely, software for sharing information on social media; Computer graphics software; Downloadable computer graphics; Downloadable computer software in the field of memory training activities sold as a unit with positionable figures; Downloadable computer game software via a global computer network and wireless devices; Downloadable graphics for mobile phones; Downloadable mobile applications for creating and sharing digital images, icons, pictographs, graphics and illustrations on mobile devices, wireless devices, social media platforms and global computer networks and in electronic communications; computer game software; downloadable mobile application for a video game; downloadable interactive computer, video and electronic game programs via a global computer network, wireless communication devices and portable electronic devices; interactive computer, video and electronic game programs, game software, computer game cartridges and memory cards; computer game software for personal computers and home video game consoles; mobile phone accessories, namely, phone cases and covers, wired and wireless earbuds, cell phone mounts, phone belt clips and display screen protectors for providing shade and privacy specially adapted to mobile phones. FIRST USE: 20170727. FIRST USE IN COMMERCE: 20170827

IC 042. US 100 101. G & S: Providing a website that gives computer users the ability to create and share digital images, icons, pictographs, graphics and illustrations on mobile devices, wireless devices, social media platforms and global computer networks and in electronic communications and via a wireless computer network. FIRST USE: 20170727. FIRST USE IN COMMERCE: 20170827

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 87546297

Filing Date July 27, 2017

Current Basis 1A

Original Filing Basis 1B

Published February 6, 2018

**for
Opposition**

**Registration
Number** 5628853

**Registration
Date** December 11, 2018

Owner (REGISTRANT) Klein, Arnold Alan INDIVIDUAL UNITED STATES 8013 Hollywood Way Sun Valley CALIFORNIA 91352

**Type of
Mark** TRADEMARK. SERVICE MARK

Register PRINCIPAL

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Indicator** LIVE

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BEAUMOJI

Word Mark **BEAUMOJI**

Goods and Services IC 009. US 021 023 026 036 038. G & S: Keyboard software application for mobile devices that allows consumers to use beauty specific emojis across digital platforms and provides an online keyboard that allows consumers to click on beauty-specific emojis to insert into text messages. FIRST USE: 20160707. FIRST USE IN COMMERCE: 20160707

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86949096

Filing Date March 22, 2016

Current Basis 1A

Original Filing Basis 1B

Published for Opposition August 30, 2016

Registration Number 5347024

Registration Date November 28, 2017

Owner (REGISTRANT) L'Oreal USA Creative, Inc. CORPORATION DELAWARE 10 Hudson Yards New York NEW YORK 10001

Attorney of Lisa M. Gigliotti

Record
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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bakemoji

Word Mark	BAKEMOJI
Goods and Services	IC 021. US 002 013 023 029 030 033 040 050. G & S: Cookie stamps
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86833209
Filing Date	November 28, 2015
Current Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) John J Burns III INDIVIDUAL UNITED STATES 25 Virginia Ave. Binghamton NEW YORK 13905
Type of Mark	TRADEMARK
Register	PRINCIPAL
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Bidmoji

Word Mark	BIDMOJI
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Interactive multimedia software featuring audio and video information for participants in online auctions of commercial and personal property
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	87722370
Filing Date	December 15, 2017
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	May 15, 2018
Owner	(APPLICANT) R.L. Rasmus Auctioneers, Inc. CORPORATION VIRGINIA 201 YOAKUM PARKWAY UNIT 54 ALEXANDRIA VIRGINIA 22304
Attorney of Record	Ryen Rasmus, Esq.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Record 1 out of 1[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)***BMOJI****Word Mark BMOJI**

Goods and Services IC 009. US 021 023 026 036 038. G & S: computer application software for mobile phones, mobile devices, and tablet computers that enables a user to take, upload and send photographs from their device and receive corresponding high quality, artistic drawings in the nature of an emoji, emoticon, avatar, sticker, and other digital image formats representing the original photographed content

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 87890499

Filing Date April 24, 2018

Current Basis 1B

Original Filing Basis 1B

Published for Opposition September 25, 2018

Owner (APPLICANT) Bmoji, LLC LIMITED LIABILITY COMPANY DELAWARE 374 West 11th Street, Floor 5 New York NEW YORK 10014


Attorney of Record Christopher D. Olszyk, Jr.

Type of Mark TRADEMARK


Register PRINCIPAL

Live/Dead Indicator LIVE



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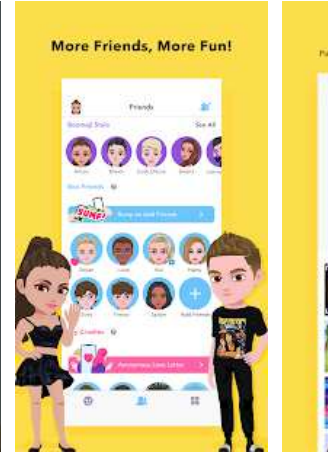

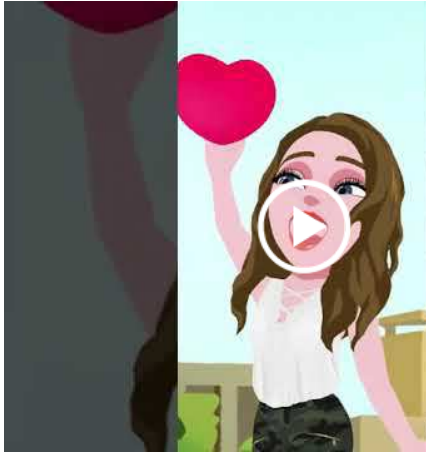
Boomoji - Your 3D Avatar

Xi'an Ni Xi Network&Technology Co., Ltd **Social** ★★★★★ 86,027 

 **Everyone**

 This app is compatible with some of your devices.

 Add to Wishlist 



Boomoji - your 3D avatar. Customize your avatar with tons of outfit choices and express yourself with a huge library of animated stickers. Have fun with friends by collaborating in AR videos, generating dual stickers and making mini films in Theater. Add more friends to explore more fun!

- **Create Your 3D Avatar**
Boomoji provides a great variety of skin tones, eye colors, hair styles, hair colors and more to make it looks just like you.
- **Animated Stickers**
Boomoji has a huge library of animated stickers including all kinds of status and emotions for you to express your feelings and have fun with friends. Use 2-person stickers featuring you and your friends directly in BOO!
- **Theater**
Use your avatar or avatars of your friends to film 3D avatar in fantastic scenarios. This is your chance to become a world-class director in everyone's eyes!
- **AR Camera**
Put your avatar in the real world to make creative AR videos. Make your avatar dance or play together with friends & Boomoji stars' avatar.
- **Photo Booth**
Pick from plenty options of expressions, poses, and backgrounds to personalize snapshots for your avatar as you want. Have fun with friends by customizing couple pics of your avatars.

- Boomoji Riders

Use your own Boomoji avatar as the game character and ride on different kinds of motorbikes & unicorn to race with friends.

- Boomoji Fashions

There are tons of clothes, shoes, and accessories options in Boomoji. You can change whatever you want to match your daily fashion and diversify your personal avatar.

- Friends

- Have fun with Boo friends and contacts. Bump to add more friends.

- Send anonymous love letters to your secret crushes. If he/she crushes you back, you two will be matched.

- Boomoji Keyboard

Enable Boomoji keyboard, then you can share your Boomojis anywhere you want.

Note:

If you have any questions, please feel free to contact us: Email: boomoji@boo.chat

Follow us:

Tik Tok: boomoji.official

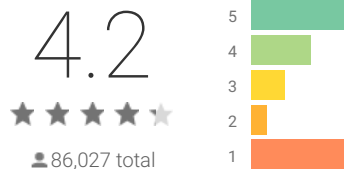
Instagram: @boomoji.app

YouTube: @BOO!

COLLAPSE

REVIEWS

Review Policy



A Google user

★★★★★ January 13, 2019



131

WASTE OF TIME Honestly, I installed it and i made a BOO account, It keeps logging me out without a free trial or even one experience. Its been 2 hours now and it keeps going on, another problem is you are kinda copying Bitmoji. They got their own ideas and you kinda copied their avatars and styles. ...

[Full Review](#)



Lucas Farmer

★★★★★ December 28, 2018



228

"Personally I think this app is dumb just by the description... and I know not to judge a book by its cover but I kinda had to. I don't know my email or my phone number and I don't have instagram or snapchat. I just wish that the app didn't have to have you log in or sign up its just stupid. I think...

[Full Review](#)



Ashley Dorsey

★★★★★ December 24, 2018



373

This app is great! but tere is one thing, it is not as cool as i expected it to be. and i dont have insta or snap so i cant show any one exsept on tick toc but there is no option for tick toc. other than that its amazing. I hope this helps to anyone who doesnt have snap or insta.



A Google user

★★★★★ January 13, 2019



17



Its a good app and for those people saying its logging them out because they havent payed are crazy. I got this app completely for free.Also it technically is bitmoji,but for android too.- So stop moaning miserable humans!-Fred the alien

[READ ALL REVIEWS](#)

WHAT'S NEW

• Merry Christmas!
Jingle bell, jingle bell, jingle on the way~ The big day is almost here, Boomoji is ready to put a bit more magic into your Christmas! Christmas outfits? Stand by! Christmas stickers? All set! Christmas films? Released! Dress up for your avatar and take mini u to celebrate Christmas with your family and friends!

[READ MORE](#)

ADDITIONAL INFORMATION

Updated	Size	Installs
December 21, 2018	68M	5,000,000+
Current Version	Requires Android	Content Rating
2.4.5	5.0 and up	Everyone Learn More
Permissions	Report	Offered By
View details	Flag as inappropriate	Xi'an Ni Xi Network&Technology Co., Ltd
Developer		
Visit website sxnixi2015@gmail.com Privacy Policy Room 10201, Unit 1, Building 8, No. 36 High-tech Road, High-tech Zone Xi'an, China		

Similar

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Facemoji Emoji Key
Facemoji Emoji Keyboar

★★★★★



Facemoji Emoji Key
Facemoji Emoji Keyboar

★★★★★



LINE Camera - Phot
LINE Corporation

★★★★★



TikTok
musical.ly

★★★★★

Xi'an Ni Xi Network&Technology Co., Ltd



BOO! - Next Gen Me
Xi'an Ni Xi Network&Tec

★★★★★

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Badmoji

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Bitmoji

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say with **BadEgo**

I want it in my mouth



let's Party



HOLD MY BEER



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OF
SHAME*



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BadEgo

Saginawty LLC Entertainment ★★★★★ 6

 **Mature 17+**

 This app is compatible with some of your devices.

Installed



The avatar system that let's you say what you really want to say! A comical twist in avatar communication. Taking humor to a new level. An entertaining and funny experience for adults.

MY REVIEW

**Andrew Lay**
★★★★★ January 16, 2019
love it



REVIEWS

 Review Policy

4.3



6 total

**Kevin Quoss**
★★★★★ January 30, 2019
One of a kind! I love the originality and the humor! Keep this app on your phone for when you need to take a break from the hamsterwheel of PC`ness



**Sashakt Nayan**
★★★★★ February 7, 2019



great app...download and enjoy



Andrew Lay

★★★★★ January 16, 2019

love it



WHAT'S NEW


Minor issues fixed

ADDITIONAL INFORMATION

Updated January 30, 2019	Size 38M	Installs 100+
Current Version 1.0.6	Requires Android 5.0 and up	Content Rating Mature 17+ Violence, Blood, Sexual Content, Nudity, Use of Drugs and Alcohol, Strong Language Learn More
Interactive Elements Digital Purchases	Permissions View details	Report Flag as inappropriate
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Vivino: Buy the Right
Vivino

★★★★★




Wine-Searcher
Wine-Searcher

★★★★★



Raisin : The Natural
Raisin : l'application du v

★★★★★



Lakes Area Vineyar
AdamNeuerburg

★★★★★

Applicant's

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Mac

iPad

iPhone

Watch

TV

Music

Support



App Store Preview

This app is only available on the App Store for iOS devices.



Bitmoji 12+

Your personal emoji

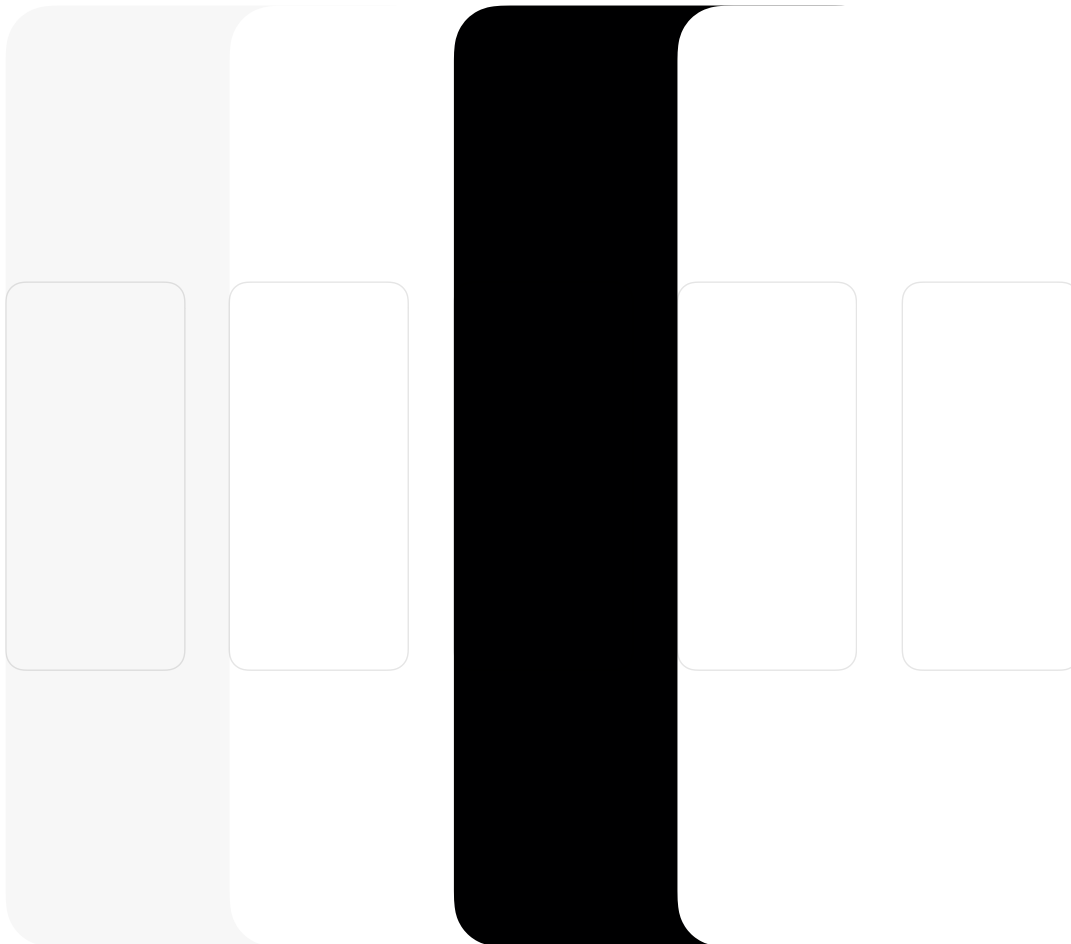
Bitstrips

#1 in Utilities

★★★★☆ 4.2, 64.2K Ratings

Free

iPhone Screenshots



Additional Screenshots

iMessage



Bitmoji is your own personal emoji.

- Create an expressive cartoon avatar
- Choose from a huge library of stickers – all featuring YOU
- Use Bitmoji in Snapchat, iMessage and wherever else you chat

more

What’s New

Version 10.50

Bug fixes and improvements!

Version History

Ratings and Reviews



Kitsuneko-nyan, 09/03/2018

Still love this app to death
I've been using bitmoji since Facebook days, back when it was bitstrips. I lovedddd them. And when you released that update in February I was so sc [more](#)

GonzalezSierra, 12/14/2018

Amazing!
So I really like the idea of this app, along with the way it was set up. They have all kinds of hairstyles, clothes, words, quotes, and much more that you c [more](#)

Kimcachu, 04/30/2018

Fun!
I had bitmoji for a while a couple years ago and deleted it. No one was really using it and it got boring for me. I decided to redownload the app wh [more](#)

Information

Seller	Bitstrips Inc.
Size	131.1 MB
Category	Utilities
Compatibility	Requires iOS 10.0 or later. Compatible with iPhone, iPad, and iPod touch.
Languages	English, Arabic, Danish, Dutch, Finnish, French, German, Greek, Indonesian, Italian, Japanese, Korean, Norwegian Bokmål, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Spanish, Swedish, Traditional Chinese, Turkish
Age Rating	Rated 12+ for the following: Infrequent/Mild Alcohol, Tobacco, or Drug Use or References Infrequent/Mild Cartoon or Fantasy Violence Infrequent/Mild Horror/Fear Themes Infrequent/Mild Mature/Suggestive Themes Infrequent/Mild Profanity or Crude Humor
Copyright	© Bitstrips Inc.
Price	Free

Developer Website ↗

App Support ↗

Privacy Policy ↗

Supports

Family Sharing
With Family Sharing set up, up to six family members can use this app.

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